

CONNOR REGAN

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OBJECTIVE

I'm an experienced manager and writer looking to further my career. I've worked in-person, hybrid, and remote positions and am comfortable performing in any capacity.

PROFESSIONAL EXPERIENCE

The Irish Tribune

South Bend, IN (Remote)

Senior Content Writer

2023-Present

- Created content briefs for internal teams and developed an effective 3-day turnaround timetable for each content piece, leading to a personal authorship average of 15,000 reads per article across all platforms.
- Monitored published content analytics; suggested and implemented content & formatting adjustments to reflect changes in reader engagement preferences, resulting in a staff-low bounce rate of 24% on articles.
- Ensured consistency of tone and maintained brand standards across all content channels, including articles, website pages, & social media content, resulting in an 18% improvement in content accuracy & readability.

DH Pace

Denver, CO (Hybrid Office/WFH)

Department Operations Manager / Project Manager

2022-2023

- Completed the "Advanced Management Training" program, and was promoted to department operations manager, charged with directly managing upwards of 25 field technicians and 8 office staff, comprised of both remote and in-person employees.
- Established and built key relationships with customers, bringing in 17 new corporate accounts and increasing overall customer volume by 27%. This resulted in the highest GP month for a single department in the company's history, on 49% margins.
- Reworked posting campaigns and job descriptions, partnered with Human Resources to institute a new comprehensive "New Employee" training manual for both field and office employees, and reimplemented our participation in local & college job fairs, leading to an increase of 30% in employee retention.

Project Manager / Department Coordinator

2021-2022

- Efficiently and successfully led more than a dozen long-term projects simultaneously, coordinating with internal departments and external teams to average 39% margins on all projects.
- Led an overhaul of project management procedures, cutting down on inefficiencies and contractor costs, resulting in more streamlined SOP's and a savings of approx. \$350,000 in just 1 year.
- Maintained CRM customer database, updated customer preferences and notes, tracked projects, and overhauled the customer communication protocol, leading to a CRR of 91% over 12 months.

BowTie BBQ Co.

(Remote)

Senior Copywriter / Social Media Manager

2021-2022

- Oversaw/edited all copywriting/content production for the brand - Taglines, social media captions, digital ads, why buys, detail page headlines, email campaigns, print campaigns, billboards, onboarding/welcome emails, transactional emails, store update emails, promotional emails, surveys, save-the-dates for events, abandoned cart emails, and confirmation/shipping templates.
- Headed multiple email campaigns resulting in more than 3,000 email-derived reservations/orders for the restaurant, food truck, and catering business, with a CTR of 9% over 2 years, and grew email subscriber list by over 400% in two years, crafting 2 email newsletters/week.
- Cross-coordinated with marketing, content, design, customer service, and sales teams to evenly distribute workload, deliver brand high-quality brand-adherent content at a rapid pace, and continually fine-tune marketing approach.

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Copywriter / Social Media Coordinator

2019-2021

- Crafted all copy for the restaurant, food truck, and BBQ sauce company brands - Website copy, email marketing copy, brand copy, newsletters, social media copy, direct response copy.
- Implemented target audience research and leveraged analytics to identify content performance trends, resulting in an improved content optimization strategy for higher engagement.
- Pioneered the optimization of social media and website content for SEO, utilizing appropriate keywords and metadata for increased visibility on search engines and content changes.

Enterprise Holdings, Inc.

Boulder, CO | Longmont, CO | DIA (In-Person)

Logistics / Management Coordinator

2020-2021

- Oversaw production for the largest work group (90+) and fleet size (10,000+) in Colorado, consulting daily with our fleet analytics software and upper management via Slack to help drive performance, map out needs, and identify potential shortcomings to ensure our team has the right tools and resources to be successful.
- Proposed the removal of a 3rd party labor company to management, then led the transition, resulting in a savings of approx. 35K/month.
- Implemented a weekly and monthly data matrix for our employees to track production efficiency, quality, and consistency while setting in place a bonus system based on achievement, resulting in a 29% increase in facility production.

Management Assistant

2019-2020

- Completed "Management Training Program" and assumed the role of running daily operations as acting assistant manager, growing branch net profit by \$30/car YoY by going through P&Ls and finding savings.
- Implemented a new streamlined customer callback and backend management protocol which accounted for a 16% customer satisfaction jump, resulting in a 93% 6-month average customer service score.
- Achieved 100% employee retention at 3 different branch locations by building personalized plans for employees to fill in gaps, address weak points, and get them promoted within the company.

Manager In-Training

2019

- Achieved 3 Top-5 sales performance awards, placing in the top 25% 6/7 months, and secured a promotion.
- Developed a new protocol to reduce fuel costs, leading to a net fuel savings of \$3/car, resulting in a savings of nearly \$25,000/month.
- Worked and collected more than \$11,000 of invoiced debt from multiple business accounts and insurance companies within 1 week of assuming bad debt accounts.

SKILLS & INTERESTS

- **Hard Skills:** Project Management, Personnel Management, Customer Service, Sales, Office Management, Office Administration, Copywriting, Content Writing, Editing/Proofreading, Research, Researching, Account Management, Social Media Marketing/Management
- **Soft Skills:** Attention to Detail, Communication Skills, Critical Thinking, Flexibility, Interpersonal Skills, Leadership, Multi-Tasker, Networking, Positive Attitude, Problem Solving, Teamwork, Time Management, Work Ethic.
- **Programs:** Microsoft 365, iWork, Adobe Creative Suite, Windows, MacOSCanva, Excel, Word, Outlook, OneNote, OneDrive, PowerPoint, SharePoint, Teams, Docs, Sheets, Slides, Drive, InCopy, Lightroom, Photoshop, Premiere Pro, Keynote, Numbers, Pages, Wix, WordPress, ChatGPT, Bard, Grammarly, Salesforce, Zoom, Post Planner, Everypost, Slack, Monday, Trello, Asana, Jira, ClickUp, HubSpot, Facebook, Instagram, Youtube, TikTok, X (Twitter), Threads.

EDUCATION

College of Charleston

Charleston, SC

- Bachelor of Arts in English - Writing, Rhetoric, & Publication

2017

CERTIFICATIONS

- Management Training Program Certification - Enterprise Holdings - 2019
- Project Management Training Course - DH Pace - 2021
- Advanced Management Training Course Certification - DH Pace - 2022